

OWN THE MILE

ACE
MARKETING
MUSCLE

2022 ACE
**BRAND
& PAINT**
CO-OP
GUIDELINES



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2022 ACE BRAND AND ACE PAINT CO-OP

Whether you are promoting Ace Brand or Ace Paint (i.e., Ace branded, Clark+Kensington® and Royal®), your Co-op funds should be used for external marketing efforts focused on Ace's value proposition of service, quality and convenience to drive customers into the store. It's more than just using a logo; it's differentiating you from your competitors.

Ace Brand Programs:

- Convenient services: in-store pickup, assembly and delivery and customer priority order
- Best and differentiated brands Ace stands behind



Ace Paint Programs:

- Ace + Benjamin Moore®
- Clark+Kensington
- Clark+Kensington color samples
- Clark+Kensington, Magnolia Home by Joanna Gaines and Benjamin Moore
- Extra mile promise
- Magnolia Home by Joanna Gaines paint



New Store Programs:

- SOci
- Local Lift

2022 CO-OP HIGHLIGHTS

Ace Brand:

- **100%** reimbursement on digital tactics; Ace Local Lift, paid social advertising (boosting and ads), display and streaming TV/Radio
- CMN white buckets = **75% reimbursement**

Ace Paint:

- **100%** reimbursement on digital tactics; paid social advertising (boosting and ads), display and streaming TV/Radio.
- Ace + Benjamin Moore **pre-approved assets on Ace Marketing Muscle** qualify for Ace Paint Co-op (see page 8 for requirements)
- **30%** of Ace Paint accruals can be used on apparel or buckets to promote Ace + Benjamin Moore (**\$1000 x .30 = \$300**)
 - Apparel Includes: T-shirts, hats, polos, jackets, sweatshirts and hoodies
 - Ace + Benjamin Moore buckets

2022 ACE BRAND AND ACE PAINT CO-OP PROGRAM

How are Ace Brand Co-op accruals calculated?

Ace branded product



Accrued at

1%

of previous year
warehouse purchases

How are Ace Paint Co-op accruals calculated?

Royal and
Clark+Kensington



Accrued at

5%

of previous year
warehouse purchases

PROGRAM DETAILS

PROGRAM DURATION

JAN 1, 2022 – DEC 31, 2022

If you run
advertising from
December 1-31,
you have until
March 31
to submit a claim



CLAIMS



Submit claims within
90 DAYS
of the run of advertising

CREDITS

are issued on the
ACE statement

2-3
WEEKS AFTER
the claim has been approved

If your claim includes Ace Brand and Ace Paint

Submit one claim first and then be sure to select **"clone"**
to quickly and easily submit for the other program.

Scenario 1:

If a Claim has been
approved for one program
(ex: Ace Brand)

- Clone the claim to
resubmit for another
program (ex: Ace Paint)
if your marketing
includes both
promotions

1

Reimbursement Estimate	
Total Activity Cost	\$98.00
Reimbursement %	75 %
Eligible Amount	\$73.50
Requested Amount	\$73.50
Invoice #	149824
Attachments:	
tear sheet june 27.png	
trader invoice june 27.pdf	
Approved Amount	\$73.50
Paid Amount	\$73.50
Review Code	34 - Claim Approved - Thank you for submitting the Claim.
CLONE	

To search for pre-approved media:

- Click Search Media Options on the homepage of Ace Marketing Muscle
- Use the drill down feature and select Ace Brand or Ace Paint under Co-op Eligibility

Search Media Options

Keyword Search
 [GO](#)

Category Search

Initiative [Clear](#)

☐ Brands
☐ Create My Own
☐ Departments
☐ Events

[+ See More](#)

Co-op Eligibility [Clear](#)

☒ Ace Brand Eligible
☒ Ace Paint Eligible

Why Is It Important to Use the Pre-Approved Media Options in Ace Marketing Muscle?

The Ace Brand is one of our strongest assets, and therefore it is critical we leverage brand-approved creative with consistent messaging that helps drive service, quality and convenience.



REIMBURSEMENT =






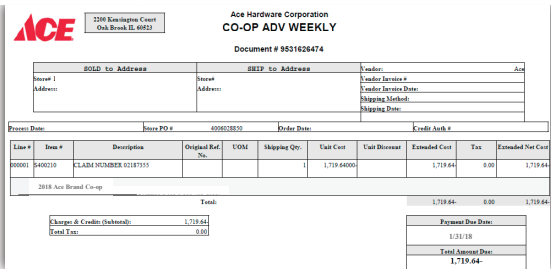
75%

reimbursement for
approved tactics in Ace
Marketing Muscle

100%

for digital tactics
(paid social – boosting
or ads) and digital

CO-OP PRE-APPROVAL PROCESS

	IS A PRE-APPROVAL REQUIRED?	SUBMIT A CLAIM	CREDIT ISSUED AND HOW TO VIEW YOUR CREDIT
<p>If you are using Ace Market-ing Muscle pre-approved Media.</p> 	<p>A Pre-approval is not needed for approved assets on Ace Marketing Muscle, therefore you can skip this step and go directly to submit a claim.</p> 		<p>Once a claim has been approved, the credit will be processed on the Ace Statement within two weeks of the approval.</p> <p>To view your credit: ACENET > Manage My Store > Financial > Statements & Invoice Documents:</p> <ol style="list-style-type: none"> 1. Under Data Type, select Process Date 2. Select From/To Dates for 30 days after the claim was approved 3. Under Document Type, select Service Order 4. Under Vendor Description, select Statement Description and add Co-op 5. Click Search
<p>If you or an agency partner is creating your own ads or spots, a pre-approval is needed.</p>	<p>Yes, to ensure you receive reimbursement, pre-approval is needed. Lead time for a pre-approval to get processed is five business days. The reimbursement % will be determined once the claim has been submitted and audited.</p> 		

CLAIM REQUIREMENTS

Requirements:

All claims must be submitted electronically on Ace Marketing Muscle and must meet the requirements specified in this guide along with required documentation.

Ace Paint or Ace Brand
75%

Store Information
25%

Store identification information should not exceed 25% of the ad space (i.e., devoting at least 75% of the ad space to the qualified advertising message and/or products)

- All claims must be submitted within 90 days of the run of advertising
- Proof of performance (jpg or pdf of the creative)
- Copy of the paid invoice is required
- Clear reference of the retailer as an Ace retailer
- Use of the Ace logo and Ace Identity Standards are not required for Individually-Branded Retailers



Please note: Co-op approved creative will be noted with the following icon and does not require a separate pre-approval.

CO-OP PRE-APPROVAL PROCESS

MEDIA TYPE	APPROVED PROGRAM	REQUIRED DOCUMENTATION	RESTRICTIONS AND LIMITATIONS
Ace Local Lift / Paid Search	Ace Brand	• Ace Statement – Location3 Charge	None
Ace Paint + Benjamin Moore Buckets	Ace Paint	• Invoice/proof of payment • Image of bucket	None
Apparel - Ace + Benjamin Moore	Ace Paint	• Invoice/proof of payment • Image of campaigns	• Production and art changes do not qualify for reimbursement • Uniforms and vests do not qualify • No camouflage, tie dye or patterned apparel qualify • See page 8 for details
White CMN Bucket	Ace Brand	• Invoice/proof of payment • Image of bucket	None
Digital Display Ads	Ace Brand Ace Paint	• Co-op funds are not allowed on administrative fees • Invoice/proof of payment • Image of creative	None
Direct Mail	Ace Brand Ace Paint	• Image of creative • Invoice/proof of payment	None
Newspaper Ads (ROP)	Ace Brand Ace Paint	• Image of creative • Invoice/proof of payment • One original full-page tear sheet (a tear sheet is a page from the publication that serves as verification that the advertisement was published)	None
Out of Home / Billboards	Ace Brand Ace Paint	• Image of billboard • Invoice/proof of payment	Only billboards running in 2020 qualify for reimbursement. If contracts are running over multiple years, separate invoices are needed and should be filed in the year they run.
Radio – Streaming or Traditional	Ace Brand Ace Paint	• Invoice/proof of payment • Notarized script with approved ANA/RAB or ANA TVB certification and net cost of spots	None
Receipt Tape Advertising (RTUI)	Ace Brand Ace Paint	• Image of creative • Invoice/proof of payment	None
Social Media (Boosting & Advertising)	Ace Brand Ace Paint	• Co-op funds are not allowed on administrative fees • Co-op funds are allowed on boosting posts or advertising posts that comply with the Brand Guidelines	• Facebook boosted and paid ads • Instagram paid ads • LinkedIn paid ads
Sponsorships	Ace Brand Ace Paint	• Image of creative and details on sponsorship • Invoice/proof of payment	None
TV – Streaming or Traditional	Ace Brand Ace Paint	• Invoice/proof of payment • Notarized script with approved ANA/RAB or ANA TVB certification and net cost of spots	None
Vehicle Wraps	Ace Brand Ace Paint	• Image of vehicle • Invoice/proof of payment	
Other (requires pre-approval)		• Image of creative • Invoice/proof of payment	

RESTRICTIONS

Below are examples of (but are not limited to) non-measurable and/or traffic-driving tactics that do not qualify for Co-op:

- Ace Coupon Calendar
- Ace Rewards mailers
- Adversails (exterior flags)
- Inflatable Paint Cans
- Promotional giveaways, including pens, pencils, magnets, rulers, key chains, etc.
- Subscription services (e.g., in-store video services, music services, etc.)
- Third-party preprints
- Window clings
- Yard signs

ACE MARKETING MUSCLE RESOURCES

Whether you are promoting Ace Brand or Ace Paint (e.g., Ace branded, Clark+Kensington and Royal), your Co-op funds should be used for external marketing efforts focused on Ace's value proposition of service, quality and convenience to drive customers into the store. It's more than just using a logo; it's differentiating you from your competitors.

Ace Marketing Muscle is your one-stop shop to customize your advertising. Leverage our pre-approved creative to help teach customers in your market when and how to shop Ace.

1. Click Search Media Options on the home page of Ace Marketing Muscle
2. Use the new search drilldown feature and select Ace Brand or Ace Paint under Co-op Eligibility
3. Select the tactic

Ace Local Lift/Local Paid Search

- Retailers and chains are able to buy-in to this hyper-local paid-search program.
- The program provides in-stock availability, precise store location and store-level local pricing.
- Ace Local Lift and our national paid-search program complement each other by:
 - Promoting more than 75,000 of the items that Ace retailers stock
 - Advertising items around the local store
 - Offering Keywords reflecting products available for purchase and services that stores provide
 - Increasing visibility for seasonal categories (e.g. lawn mowers in spring, snow throwers in winter)

Direct Mail

Direct mail is a great way to continue the one-to-one customer relationship, whether you are introducing new products, promoting specific brands, highlighting a niche, promoting a local event or simply thanking your customers.

Segmentation includes (one option is recommended):

- Ace Rewards Members
- Upload Your Own List
- Purchase a Mailing List

There are three delivery options in Ace Marketing Muscle:

- Print on Demand will route to RRD and apply your Co-op funds
 - Orders mail first class
 - Lead time is eight business days
 - Pricing
- Deliver to Printer allows you to email print-ready files to local printer
- Download to desktop

Quantity	Print	Postage	Total
0 - 499	\$0.74	\$0.39	\$1.13
500 - 1,999	\$0.41	\$0.39	\$0.80
2,000 - 2,999	\$0.17	\$0.39	\$0.56
3,000 - 3,999	\$0.14	\$0.39	\$0.53
4,000 - 9,999	\$0.13	\$0.39	\$0.52
10,000 - 14,999	\$0.10	\$0.39	\$0.49

Newspaper Ads (ROP)

Single-sheet print ads can be customized with up to three locations. Dynamic barcodes are available and have already been downloaded into your POS system and will only activate if scanned at POS.

Once the ad is customized, it can be downloaded or sent to your local paper for printing and distribution.

TV

Order a TV spot and have it sent to your local station.

Radio

Download a radio spot and script and send to your local station.

Social Media

- Social media images and copy are available in SOCi > Content > Libraries
- Sign-up for the SOCi Social Media and Reputation Management at no charge via Ace Marketing Muscle > Manage Social.
 - Engage your customers thru Facebook, Instagram, Twitter, Google Posts, Google Q&A and LinkedIn
 - Manage reviews for Google, Facebook and Yelp!
- Get 100% reimbursement for Facebook Ads with creative that complies with these guidelines.

Out of Home/Billboards

- Customize and send creative to local printer for execution.

Vehicle Wraps

- Request a vehicle wrap quote from Spectrum Marketing to increase awareness of best and differentiated brands and services.

ACE PAINT APPROVED APPAREL

30% of Ace Paint accruals can be used on apparel **or** buckets to promote Ace + Benjamin Moore
($\$1000 \times .30 = \300)

- Apparel Includes: T-shirts, hats, polos, jackets, sweatshirts and hoodies

Approved apparel includes:

[Solid colors only]

- T-shirts
- Hats
- Polo shirts
- Jackets [fleece, pullovers]
- Sweatshirts
- Hoodies

Requirements:

1

Item must include the Ace (store logo or Ace Paint logo) **AND** Benjamin Moore logo. Both are required.



Both logos need to be featured prominently in front.

2

The Ace Paint logo **AND** Benjamin Moore logo must be featured together and the store logo can be placed on the back.



Ace + Benjamin Moore logos should be on the front, store logo or Ace logo should be included on the back.

3

If the Ace logo (or store logo) **AND** Benjamin Moore logo are included on the apparel item, the Benjamin Moore logo must be of comparable size.



Logos are equal in size.

Documentation Required:

- Photo of finished product(s)
- Detailed invoice

Restrictions:

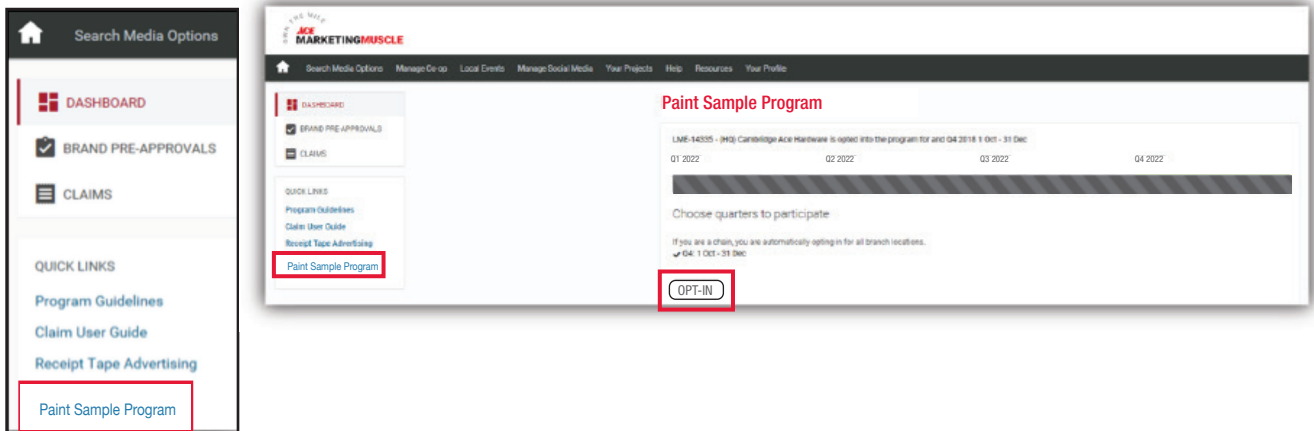
- Production and art changes do not qualify for reimbursement
- Ace Branded apparel and uniforms/vests do not qualify for reimbursement
- To ensure the paint logos are clear and legible, no camouflage, tie dye or patterned apparel qualify for reimbursement



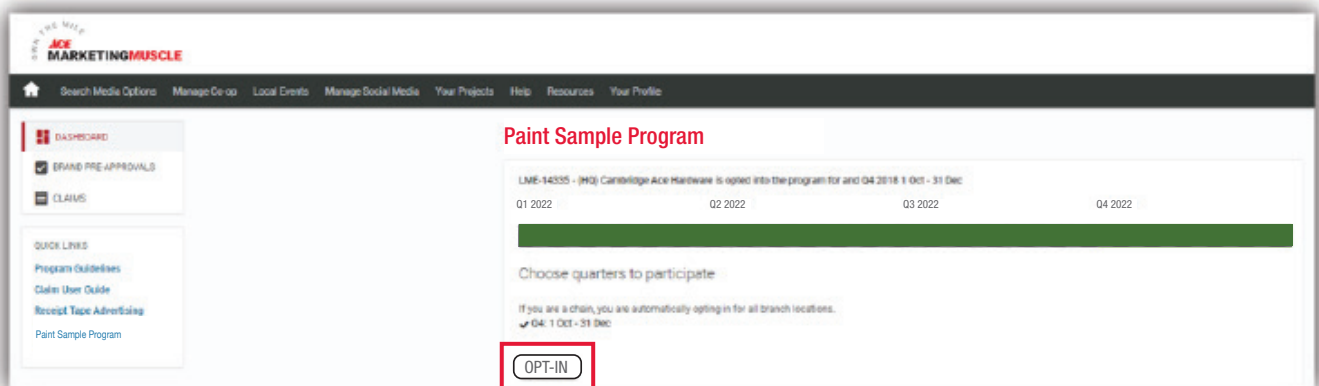
CLARK+KENSINGTON COLOR SAMPLE PROGRAM

Support Paint's "always on" strategy to reach consumers when they are looking for color inspiration. Through research, we know 90% of consumers will return to the retailer they purchased their sample from to purchase paint for their project. This everyday offer provides the opportunity to be relevant any time a consumer begins to think about a paint project.

- As part of the Everyday Sample Program, you have the ability to Co-op 50% for each \$5 off coupon redemption quarterly, using your 2022 Paint Co-op funds
- If you report POS data to Ace and have opted in for the year, we will pull reimbursement activity each quarter, and credits will be posted on your Ace statement each quarter
- To authorize the quarterly reimbursement, you can opt in on Ace Marketing Muscle > Manage Co-op > **Everyday Paint Sample Coupons**



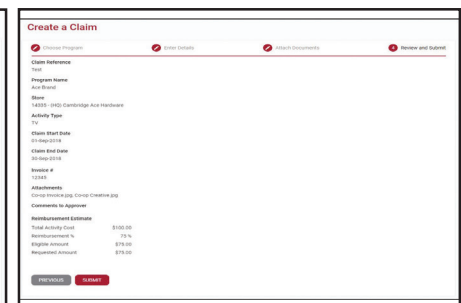
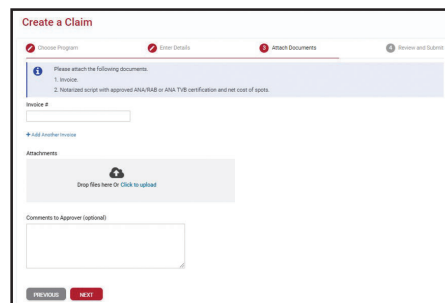
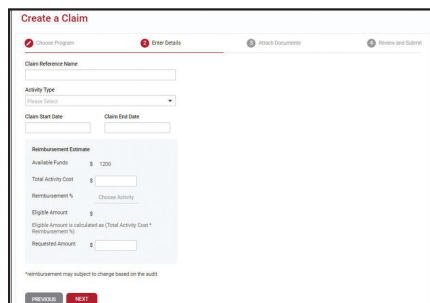
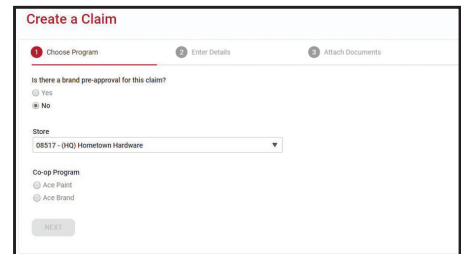
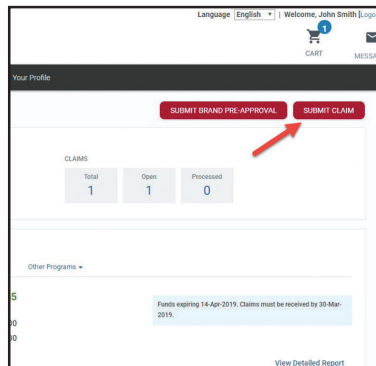
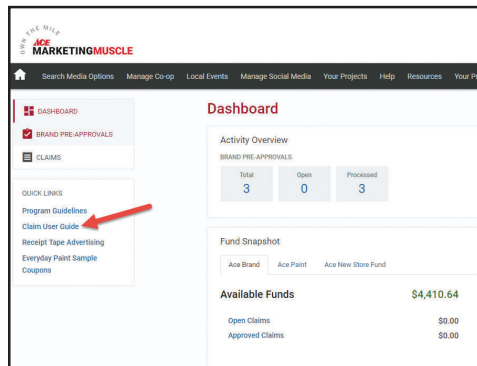
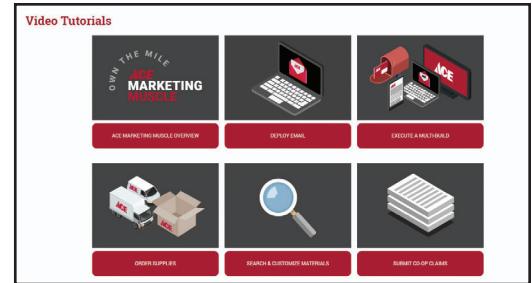
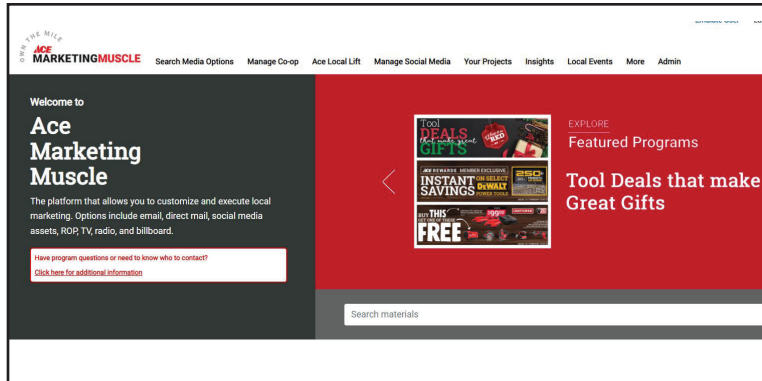
The available quarter you can opt in to will appear as an option: Once you select the quarter, click Opt-In



MANAGE CO-OP THROUGH ACE MARKETING MUSCLE



Managing Ace Brand and Ace Paint Co-op on Ace Marketing Muscle is easy, and the process has been streamlined in many respects. The screenshots below represent an overview of the site. More information can be found on Ace Marketing Muscle > Manage Co-op > Dashboard > Quick Links > “Claim User Guide” AND under the “More” tab along the ribbon in Ace Marketing Muscle > Resources



HELPFUL RESOURCES

More Tab > Resources

- Co-op overview training video (6 min.)

Manage Co-op Tab, Quick Links

- Program guidelines
- Pre-approval and claim user guide

HOW TO VIEW YOUR CO-OP CREDIT

To view a Co-op Credit: ACENET > Manage My Store > Financial > Ace Statements & Invoices

1. Under Date Type, select Process Date
2. Select From/To dates for 30 days after the claim was approved
3. Under Document Type, select Service Order
4. Under Vendor Description, select Statement Description, and add Co-op
5. Click Search

FIND & ORDER PRODUCT
MANAGE MY STORE
GROWTH OPPORTUNITIES
ACE NEWS & INFO
MY ACENET

Invoice Search

Statement Dates

2/5/2020
1/22/2020

Credits

New Billings

Past Due

Current

Future Datings

Payment Information

Miscellaneous

Invoice Search Criteria

Date Type: Process Date
Document Type: Service Order
Vendor/Description: Statement Descriptio
Doc/Inv/PO/Vendor Inv Number: Select
Amount: Select

From: 1/1/20 To: 1/28/20
From: To:

Clear Search

Current View: Edit View
(None)

FILTER SORT PRINT EXPORT

1-4 of 4 Records

Store	Payment Due Date	Processed Date	Store PO #	Invoice	Vendor Inv Number	Vendor Number	Desc
<input type="checkbox"/>			4006136068	9532220046			CO-OP A
<input type="checkbox"/>			4006096271	9531986022			CO-OP A

Statements & Invoice Documents

2290 Kensington Court
Oak Brook IL 60453

Ace Hardware Corporation
CO-OP ADV WEEKLY
Document # 9531626474

SOLD to Address		SHIP to Address		Vendor:	
Store# 1	Address:	Store#	Address:	Vendor Invoice #	Ace
				Vendor Invoice Date:	
				Shipping Method:	
				Shipping Date:	

Process Date:
Store PO # 4006028850
Order Date:
Credit Auth #

Line #	Item #	Description	Original Ref. No.	UOM	Shipping Qty.	Unit Cost	Unit Discount	Extended Cost	Tax	Extended Net Cost
000001	S400210	CLAIM NUMBER 02187355			1	1,719.64000		1,719.64	0.00	1,719.64
2018 Ace Brand Co-op										
Total:								1,719.64	0.00	1,719.64

Charges & Credits (Subtotal): 1,719.64
Total Tax: 0.00

Payment Due Date:
1/31/18
Total Amount Due:
1,719.64

HOW TO SUBMIT A CLAIM FOR ACE LOCAL LIFT

ACENET > Manage My Store > Financial > Ace Statement and Invoices >

1. Under Date Type – Select “Process Date”
2. From/To – Select “From” & “To” Calendar Dates
3. Under Document Type – Select “All”
4. Under Vendor/Description – Select “Vendor Name” and enter “Location 3 Media”
5. Click the “Search” button
6. Click on the “Invoice#” and open the file
7. Save the .aspx document to your desktop

Store	Payment Due Date	Processed Date	Store PO #	Invoice	Settlement Date	Vendor Inv Number	Ven Nun
<input type="checkbox"/>	11/30/2020	11/13/2020	0000004718	9578988325		INV4718	

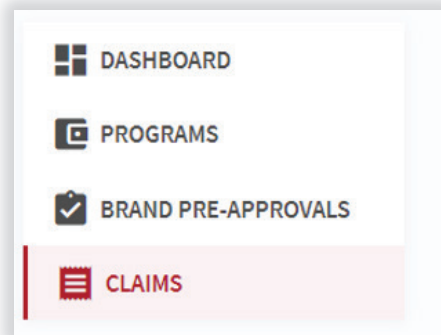
Submit the Claim in Ace Marketing Muscle

ACENET > Marketing Tab > under Digital Marketing click on the “Ace Marketing Muscle” Link

1. Click on the “Manage Co-op” Tab
2. Select “Claims” on the left-hand side
3. Click “+ Submit Claim” button

Claims

+ Submit Claim



4. Under Step 1 – “Is there a brand pre-approval for this Claim?” – select “NO” (Ace Local Lift is a pre-approved Ace Brand Co-op program and does not require a pre-approval)

HOW TO SUBMIT A CLAIM FOR ACE LOCAL LIFT

5. Select your “store#”, “Ace Local Lift Program”, and “2022 Ace Brand Co-op Program”

The screenshot shows the 'Create a Claim' form at Step 1: Choose Program. The progress bar at the top shows '1 Choose Program' as the active step and '2 Enter Details' as the next step. The form contains the following fields:

- Is there a brand pre-approval for this claim?** with radio buttons for 'Yes' and 'No'. The 'No' option is selected.
- Store** dropdown menu showing '01101 - (HQ) Kerr Ace Hardware Building Center'.
- Product** dropdown menu showing 'Ace Local Lift' as the selected option. Other visible options include Benjamin Moore, Big Green Egg, and Blue CMN Bucket.

6. Next, you will move into “Step 2 - Enter Details”. In the “Claim Reference Name” section, you can title your claim however you would like to reference the claim.

The screenshot shows the 'Create a Claim' form at Step 2: Enter Details. The progress bar at the top shows '1 Choose Program' as the previous step and '2 Enter Details' as the current step. The form contains the following fields:

- Claim Reference Name** text input field containing 'Ace Local Lift - March'.
- CC Email** text input field.
- + Add CC Email** button.

7. Select the activity type “Ace Local Lift / Paid Search”

The screenshot shows the 'Activity Type' dropdown menu. The dropdown is open, displaying a search bar with the text 'Type to search'. Below the search bar, the option 'Ace Local Lift / Paid Search' is highlighted in blue. Other visible options include 'Always Essential Forever Helpful Apparel'.

HOW TO SUBMIT A CLAIM FOR ACE LOCAL LIFT

8. Select the “Start Date” and “End Date” of the activity.

Start Date	End Date ?
<input type="text" value="dd-MMM-yyyy"/>	<input type="text" value="dd-MMM-yyyy"/>

9. In the “Total Invoice Amount” section, enter in the amount shown on your invoice.

Reimbursement Estimate

Available Funds ?	\$ 2,500
Total Invoice Amount ?	<input type="text" value="\$ 100"/>
Reimbursement % ?	100 %
Eligible Amount ?	\$ 100.00
Eligible Amount is calculated as (Total Activity Cost * Reimbursement %)	
Requested Amount ?	<input type="text" value="\$"/>

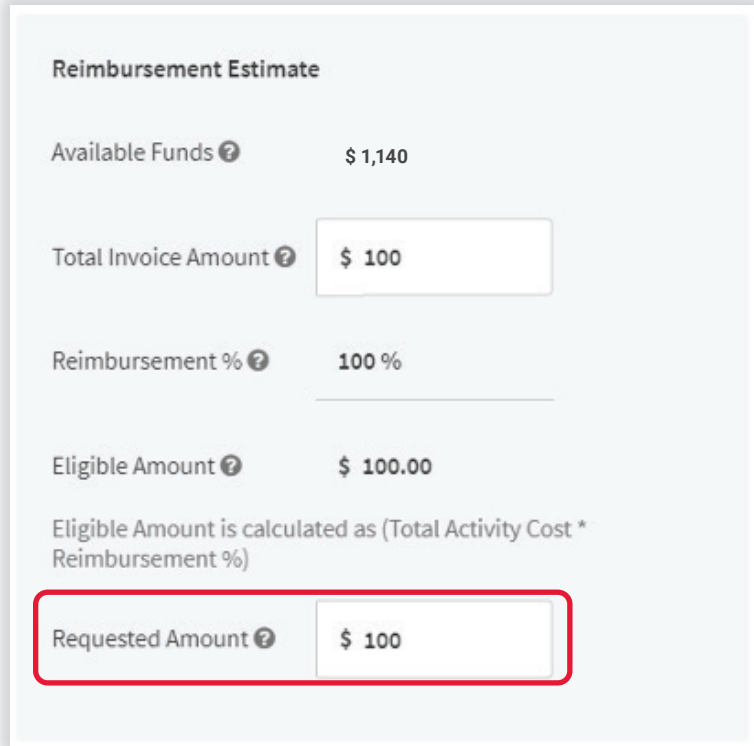
10. The “Eligible Amount” section, shows your available funds eligible for this claim. The Eligible Amount is calculated as (Total Activity Cost x Reimbursement %). If your available funds is less than this calculation, you will be eligible for your total available funds.

Reimbursement Estimate

Available Funds ?	\$ 1,140
Total Invoice Amount ?	<input type="text" value="\$ 200"/>
Reimbursement % ?	100 %
Eligible Amount ?	<input type="text" value="\$ 200"/>
Eligible Amount is calculated as (Total Activity Cost * Reimbursement %)	
Requested Amount ?	<input type="text" value="\$"/>

HOW TO SUBMIT A CLAIM FOR ACE LOCAL LIFT

11. In the “Requested Amount” section, enter in the amount for which you wish to be reimbursed. This cannot be greater than your eligible amount.



Reimbursement Estimate

Available Funds ⓘ \$ 1,140

Total Invoice Amount ⓘ \$ 100

Reimbursement % ⓘ 100 %

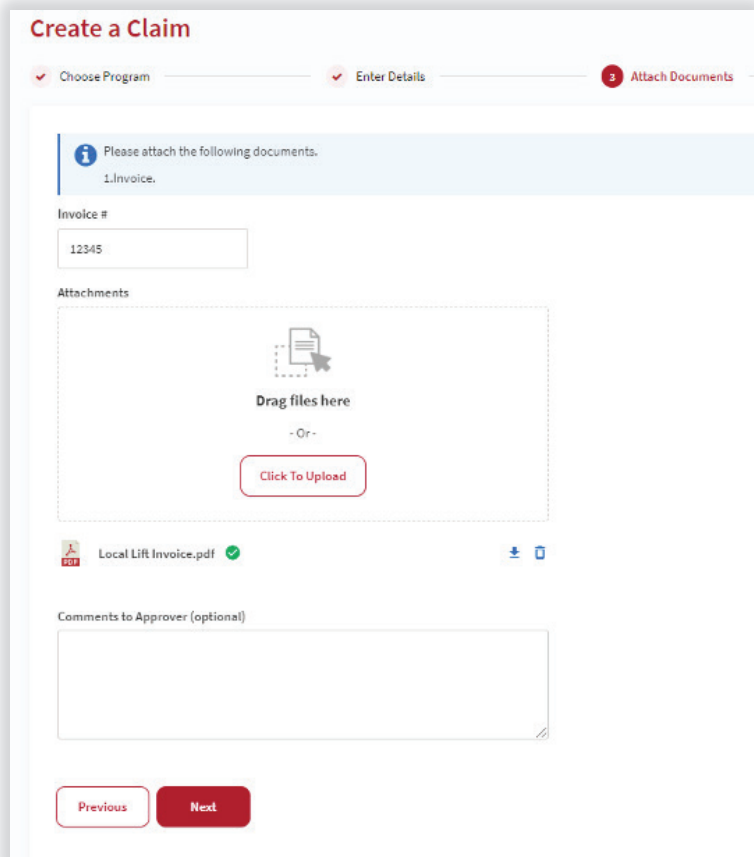
Eligible Amount ⓘ \$ 100.00

Eligible Amount is calculated as (Total Activity Cost * Reimbursement %)

Requested Amount ⓘ \$ 100

The form displays a 'Reimbursement Estimate' with several fields. 'Available Funds' is \$1,140. 'Total Invoice Amount' is \$100. 'Reimbursement %' is 100%. 'Eligible Amount' is \$100.00. A note states: 'Eligible Amount is calculated as (Total Activity Cost * Reimbursement %)'. The 'Requested Amount' field, containing \$100, is highlighted with a red border.

12. In “Step 3 -Attach Documents”, enter in the Invoice # and attach your invoice.



Create a Claim

✓ Choose Program | ✓ Enter Details | 3 Attach Documents

Please attach the following documents.
1. Invoice.

Invoice #
12345

Attachments

Drag files here
- Or -
Click To Upload

Local Lift Invoice.pdf ✓

Comments to Approver (optional)

Previous Next

The 'Create a Claim' form shows progress through three steps: 'Choose Program', 'Enter Details', and 'Attach Documents' (the current step, indicated by a red circle with the number 3). A message asks the user to attach documents, specifically an invoice. An 'Invoice #' field contains the number 12345. Below is an 'Attachments' section with a drag-and-drop area and a 'Click To Upload' button. A file named 'Local Lift Invoice.pdf' is shown as attached with a green checkmark. There is a text area for 'Comments to Approver (optional)'. At the bottom are 'Previous' and 'Next' buttons.

HOW TO SUBMIT A CLAIM FOR ACE LOCAL LIFT

13. In the “Step 4 – Review and Submit” section, review your claim to ensure everything is correct and click “Submit”.

Create a Claim

✓ Choose Program ✓ Enter Details ✓ Attach Documents **4 Review and Submit**

Claim Reference Name
test

Program Name
2020 Ace Brand

Store
01101 - (HQ) Kerr Ace Hardware Building Center

Product Name
Ace Local Lift

Activity Type
Ace Local Lift / Paid Search

Start Date
02-Dec-2020

End Date
02-Dec-2020

Invoice #
12345

Attachments
Local Lift Invoice.pdf

Comments to Approver

Reimbursement Estimate

Total Invoice Amount	\$100.00
Reimbursement %	100 %
Eligible Amount	\$100.00
Requested Amount	\$100.00

[Previous](#) [Submit](#)

14. Once submitted, you'll see your claim number populate and that your status is “Pending Review”.

Create a Claim

✓ CL-229804 Successfully Created

This claim is now in the approval queue. You should receive a response from the approval via email in the next 5 days.

Once your claim is approved

[PRINT CONFIRMATION](#) [Copy Claim](#)

Status
PendingReview

HOW TO SUBMIT A CLAIM FOR SOCI



Two Things are Needed to Submit a Paid Social Co-op Claim:

1. A screen shot of the creative once it has run.
2. The Ace invoice.

Take a Screenshot of the Creative

1. Log-in to SOCI > Social > Scheduler. Find the creative and double-click the paid ad that you want to submit for co-op.
2. Use a snipping tool and save the image to your desktop or take a picture of the screen with your phone.
3. See example screenshot

A screenshot of the 'Location Ad Details' form in the SOCI system. The form is divided into several sections. At the top, there are five boxes showing key metrics: REACH (13905), ENGAGEMENT (9), SPENT (\$56.00), BUDGET (\$56.00), and CPC (\$5.60). Below these are boxes for Ad Account (Ace Hardware Community Calendar), Status (Completed), and a Pause Ad button. The 'Shared From' section shows 'August Community Calendar'. The 'Budget' section shows a total cost of \$56 and a minimum amount of \$61.60. The 'Duration' section shows a start time of Aug 08, 2021 at 10:00 AM and an end time of 08/15/2021 at 10:00 AM. The 'Target Audience' section shows a potential reach of 280,000 people. The 'Summary' section states that the ad will run for 7 days with a total budget of \$56.00. On the right side, there is a 'Reach' button and a section titled 'Edit your Carousel Facebook Ad' which displays a carousel of images for a paint project, including a person painting and various paint products. There are also 'Add Card' and 'Save Changes' buttons.

How to Find the Invoice for Your Paid Social Ad

HOW TO VIEW YOUR CO-OP CREDIT

To view a Co-op Credit: ACENET > Manage My Store > Financial > Statements & Invoice Documents

1. Under Date Type, select Process Date
2. Select From/To dates for 30 days after the claim was approved
3. Under Document Type, select Service Order
4. Under Vendor Description, select Statement Description, and add Co-op
5. Click Search

HOW TO SUBMIT A CLAIM FOR SOCI

How to Submit a Claim for SOCI

Locate and Save the Invoice from ACENET

ACENET > Manage My Store > Financial > Ace Statement and Invoices >

1. Under Date Type – **Select Process Date**
2. From/To – **Select Dates**
3. Under Document Type – Select **All**
4. Under Vendor/Description – **Select Vendor Name** and enter **SOCi Community Calendar**
5. Click **Search**
6. Click on the Invoice# and open the file
7. Save the .aspx document to your desktop

Store	Payment Due Date	Processed Date	Store PO #	Invoice	Settlement Date	Vendor Inv Number	Ven Nun
17656	11/30/2020	11/13/2020	0000004718	9578988325		INV4718	

Submit the Claim in Ace Marketing Muscle

ACENET > Marketing Tab > under Digital Marketing click on the **Ace Marketing Muscle Link**

1. Click on the **Manage Co-op Tab**
2. Select **Claims** on the left hand side
3. Click + Submit Claim

Claims

+ Submit Claim

-
- DASHBOARD
 - PROGRAMS
 - BRAND PRE-APPROVALS
 - CLAIMS

HOW TO SUBMIT A CLAIM FOR SOCI

- Under Step 1 – Is there a brand pre-approval for this Claim – select **NO**
(SOCi Paid Ads are a pre-approved Ace Brand or Ace Paint Co-op program and does not require a pre-approval)

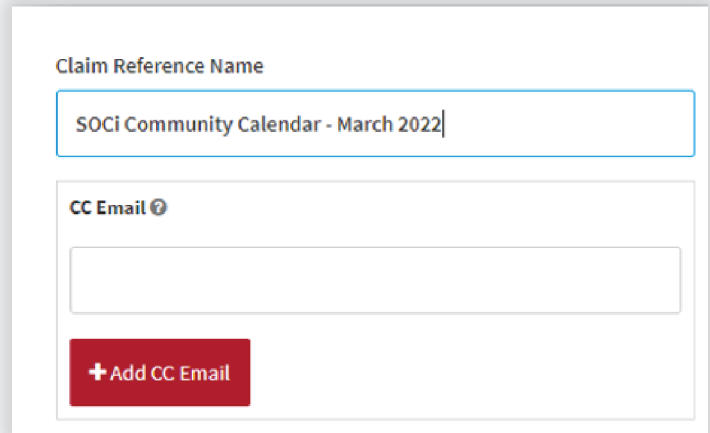
The screenshot shows the ACE Marketing Muscle dashboard. The left sidebar has a menu with 'DASHBOARD', 'PROGRAMS', 'BRAND PRE-APPROVALS', 'CLAIMS' (highlighted), and 'QUICK LINKS'. The main content area is titled 'Create a Claim' and shows Step 1: 'Choose Program'. A question asks 'Is there a brand pre-approval for this claim?' with radio buttons for 'Yes' and 'No'. The 'No' option is selected.

- Select your **store#**, **Other**, and then enter **2022 Ace Brand or Paint Co-op Program**

The screenshot shows the 'Create a Claim' form at Step 2: 'Enter Details'. The question 'Is there a brand pre-approval for this claim?' is repeated, with 'No' selected. The 'Store' dropdown is set to '11333 - (HQ) South Hill Ace Hardware'. The 'Product' dropdown is set to 'Other', and a search list is open showing options: 'Extra mile promise', 'Magnolia', 'Milwaukee', 'Other' (highlighted), 'Royal', 'Stihl', 'Toro', and 'Traeger'.

HOW TO SUBMIT A CLAIM FOR SOCI

- Next, you will move into Step 2 - Enter Details. In the **Claim Reference Name**, name your claim whatever you would like to reference the claim.
(SOCi Paid Ads are a pre-approved Ace Brand or Ace Paint Co-op program and does not require a pre-approval)



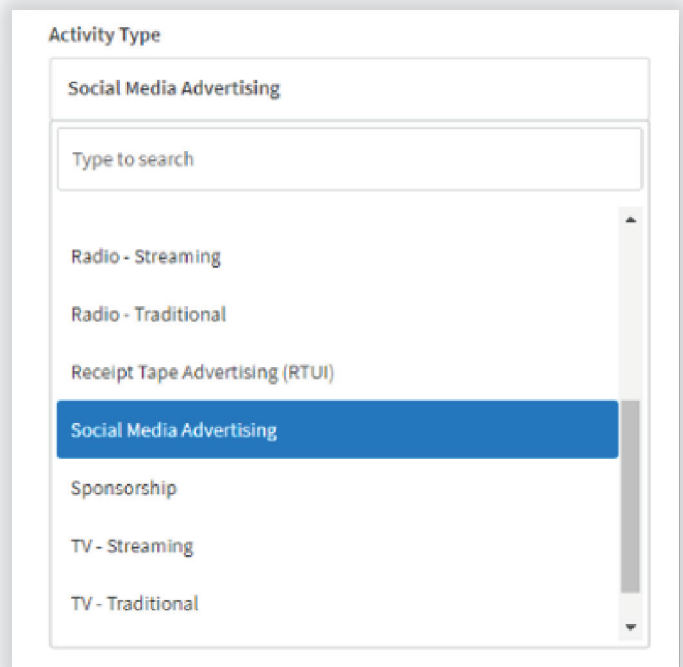
Claim Reference Name

SOCi Community Calendar - March 2022

CC Email ?

+ Add CC Email

- Select the activity type **Social Media Advertising**



Activity Type

Social Media Advertising

Type to search

Radio - Streaming

Radio - Traditional

Receipt Tape Advertising (RTUI)

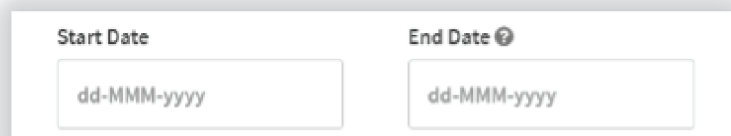
Social Media Advertising

Sponsorship

TV - Streaming

TV - Traditional

- Select the **Start and End date** of the ad.



Start Date

dd-MMM-yyyy

End Date ?

dd-MMM-yyyy

HOW TO SUBMIT A CLAIM FOR SOCI

9. In the **Total Invoice Amount**, enter in the amount shown on your invoice.

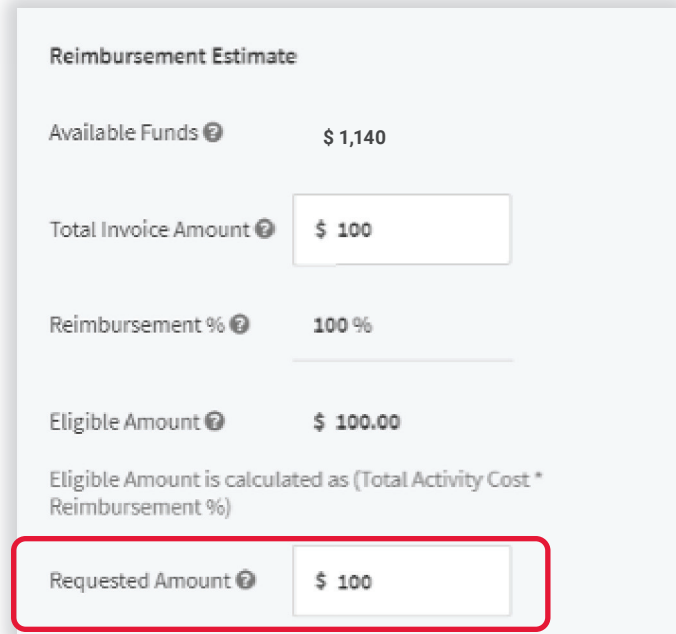
Reimbursement Estimate	
Available Funds ⓘ	\$ 1,140
Total Invoice Amount ⓘ	<input type="text" value="\$ 100"/>
Reimbursement % ⓘ	100 %
Eligible Amount ⓘ	\$ 100.00
Eligible Amount is calculated as (Total Activity Cost * Reimbursement %)	
Requested Amount ⓘ	<input type="text" value="\$"/>

10. The **Eligible Amount** shows available funds eligible for this claim. Eligible Amount is calculated as (Total Activity Cost times Reimbursement %) If your available funds is less than this calculation, you will be eligible for your total available funds.

Reimbursement Estimate	
Available Funds ⓘ	\$ 1,140
Total Invoice Amount ⓘ	<input type="text" value="\$ 100"/>
Reimbursement % ⓘ	100 %
Eligible Amount ⓘ	<input type="text" value="\$ 100.00"/>
Eligible Amount is calculated as (Total Activity Cost * Reimbursement %)	
Requested Amount ⓘ	<input type="text" value="\$"/>

HOW TO SUBMIT A CLAIM FOR SOCI

11. In the **Requested Amount**, enter in the amount you wish to be reimbursed for. This cannot be greater than your eligible amount.



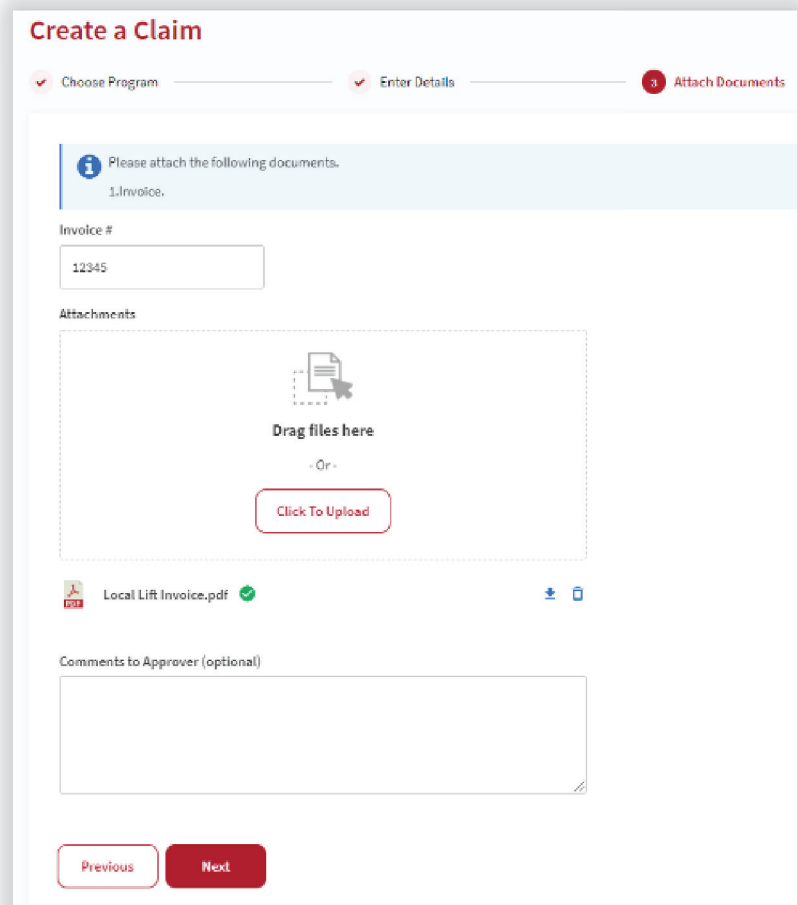
The 'Reimbursement Estimate' form displays the following information:

Field	Value
Available Funds	\$ 1,140
Total Invoice Amount	\$ 100
Reimbursement %	100 %
Eligible Amount	\$ 100.00

Eligible Amount is calculated as (Total Activity Cost * Reimbursement %)

The **Requested Amount** field is highlighted with a red border and contains the value **\$ 100**.

12. In Step 3 - Enter in your **Invoice Number** and **attach your invoice**.



The 'Create a Claim' form shows the 'Attach Documents' step. The progress bar indicates the following steps:

- Choose Program (Completed)
- Enter Details (Completed)
- Attach Documents (Current Step)

Instructions: Please attach the following documents.

- 1. Invoice.

Invoice #

12345

Attachments

Drag files here

- Or -

Click To Upload

Local Lift Invoice.pdf

Comments to Approver (optional)

Previous Next

HOW TO SUBMIT A CLAIM FOR SOCI

13. The final step, Step 4 – Review and Submit, review your claim to assure everything is correct and click **submit**.

Create a Claim

✓ Choose Program

✓ Enter Details

✓ Attach Documents

4 Review and Submit

Claim Reference Name
test

Program Name
2020 Ace Brand

Store
01101 - [HQ] Kerr Ace Hardware Building Center

Product Name
Ace Local Lift

Activity Type
Ace Local Lift / Paid Search

Start Date
02-Dec-2020

End Date
02-Dec-2020

Invoice #
12345

Attachments
Local Lift Invoice.pdf

Comments to Approver

Reimbursement Estimate

Total Invoice Amount	\$100.00
Reimbursement %	100 %
Eligible Amount	\$100.00
Requested Amount	\$100.00

Previous

Submit

14. Once submitted, you'll see your claim number populate and that your status is at **Pending Review**.

Create a Claim

✓ CL-229804 Successfully Created

This claim is now in the approval queue.You should recieve a response from the approval via email in the next 5 days.

Once your claim is approved

PRINT CONFIRMATION

Copy Claim

Status

PendingReview

ACE PAINT / BENJAMIN MOORE CO-OP QUESTIONS & ANSWERS

- **What are the specific marketing requirements to advertise Benjamin Moore®?**

The only advertising that will qualify for co-op are materials available in Ace Marketing Muscle that are co-branded: Ace + Benjamin Moore.

- **Will there be MAPP requirements?**

The Ace + Benjamin Moore assets we are currently building on AMM include two offers only:

> \$7 off Regal® Select and Ben®

> BOGO Benjamin Moore Color Samples (excludes Aura® color samples)

- **Will there be co-op funds for Benjamin Moore paint? Separate accounts or the same as Ace Paint today?**

No, not in Ace Marketing Muscle.

- **Who will manage the funds (e.g., their local marketing reps or can we review and approve)?**

We will not have Benjamin Moore Co-op funds loaded in Ace Marketing Muscle. Please direct questions about the Benjamin Moore Co-op program to your Benjamin Moore Territory Representative.

- **What can the funds be used for and at what reimbursement levels?**

The funds can be used for pre-approved tactics in Ace Marketing Muscle; direct mail, ROP, digital advertising (paid social – boosting or ads and display). Reimbursement will be 75% for tactics on AMM and 100% reimbursement on digital advertising.

- **Will using BM logos be authorized, and will Ace Paint co-op reimbursement be allowed on buckets?**

Yes, Ace+Benjamin Moore co-branded buckets are allowed. Please reference the bottom of page 3 with details on the allowance. 30% of Ace Paint accruals can be used on apparel OR co-branded buckets.

- **For apparel, will Benjamin Moore only be allowed for co-op, or is having Ace Paint required?**

The Ace logo (store logo or Ace Paint logo) AND Benjamin Moore logo are both required.

See page 8 for requirements.

- **Will the funds show on Ace Marketing Muscle?**

Ace Paint Funds will be available on Ace Marketing Muscle. Benjamin Moore co-op will not be available on Ace Marketing Muscle as we will not be managing the Benjamin Moore Co-op program.

- **Can we process claims through Ace Marketing Muscle?**

Ace Paint claims will continue to be processed in Ace Marketing Muscle. Benjamin Moore claims will not be processed on Ace Marketing Muscle as we will not be managing the Benjamin Moore Co-op program.

- **Can we transfer the funds into an account for group use?**

Ace Paint Group funds will continue to be an option in 2022.

- **Will BM be included in paint sale exclusions? If so, how will it be worded for Aura/Regal/ben?**

Benjamin Moore Aura will likely need to be excluded from general sales (% off, \$ off, etc.) due to the Minimum Selling Price policy. Otherwise we do not currently have plans to exclude Benjamin Moore brands from paint sales, though the brand will not generally be featured in product price promotions in 2022.

- **When can we expect them to load marketing materials on AMM?**

In reference to Benjamin Moore Co-op dollars these will not be loaded into Ace Marketing Muscle as we will not be managing their co-op program.

Contact the BrandMuscle Support Team:



Phone: 833-589-7561
(Monday–Friday, 8 a.m.–8 p.m. EST)



Support: AMM@brandmuscle.com